MAILED

MAR 14 1968

GROUP 330

arrow

Squeeze Toys

SOFT . . . SAFE

SANITARY . . .

WASHABLE

NON TOXIC PAINT

PLEASANTLY

SCENTED

ARROW MOLDED PRODUCTS DIVISION
J. L. PRESCOTT COMPANY
493 BOULEVARD
E. PATERSON, N. J. 07407

arrow the LINE that SELLS!

MAILED

MAR 14 1968

GROUP 330

No. 270 MINIATURE BALL-BLOCK ASSORTMENT

Even the tiniest baby hands can make them squeeze. Assortment contains 9 each of small Contour ball, small Woofie and Mittens ball, small Football, small Block in three colors.

PACKED 3 DOZ. WT. 8 LBS.

© ELM

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No. 490 SEATED ANIMAL ASSORTMENT

5-Inch seated Dog, Cat, and Bear assortment — gaily decorated, with squeeze voice, in poly bag with tab. Assortment contains 12 pieces each: 401 Sit Dog, 402 Sit Cat, 403 Honey Bear.

PACKED 3 DOZ. WT. 9 LBS.

No. 390 FANCY FLOAT TOY ASSORTMENT

For bathtub, pool or beach. Bright colors, squeeze voice, each in poly bag with tab. Assortment consists of 3 pieces 302 Fish and 9 pieces 304 Duck.

PACKED 1 DOZ. WT. 5 LBS.

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for BEACH — POOL and TUB!

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Stripes®

No. 107
THE PUR RR-IFIC TIGER

An exact miniature of the larger "Stripes." He is soft and cuddly and safe for even the smallest child, with fully painted features in nontoxic colors. Comes in poly bag with header.

PACKED 1 DOZ. WT. 4 LBS.

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No. 190
ANIMAL ASSORTMENT

Destined for Sales Stardom. Each has squeeze voice, movable head. Each in clear poly bag with header. Assortment consists of 5 pieces each of 103 Woofie,® Jr. and 105 Miss Mittens,® and 2 pieces of 101 Lamb.

PACKED 1 DOZ. WT. 4 LBS.

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No. 108
SEATED RABBIT

What a cute Rabbit! Made of soft safe yellow vinyl, he sits on his haunches. Decorated with non-toxic paints he has big brown eyes and soft brown fur. Packed in a clear poly bag with header.

PACKED 1 DOZ. WT. 5½ LBS.

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No. 290 ASSORTMENT CANDY®, DANDY® & BABY

All new designs in up to the minute styling full of sweetness and charm. Fully decorated features and costume with movable head and squeeze voices. Assortment comprises: 6 pieces No. 201 Candy, 3 pieces No. 202 Dandy, 3 pieces No. 203 Baby. In clear poly bag with header.

PACKED 1 DOZ. WT. 4 LBS.

No. 1290 ASSORTMENT CANDY®, DANDY® & BABY

This assortment is the same as No. 290 assortment.

PACKED 1 DOZ. WT. 4 LBS.

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© ELM © ELM © ELM

No. 550 POSING PETS ASSORTMENT

"Posing Pets Assortment." Kitten, puppy, and lamb all have pleasant squeak voices and are completely washable. Animals are gaily decorated. Assortment contains 4 pieces each. Each in colorful shrink wrapped individual display.

PACKED 1 DOZ. WT. 6 LBS.

No. 540

Same assortment but in clear poly bag with header.

PACKED 1 DOZ. WT. 4½ LBS.

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No. 560 CROUCHING DOG AND CAT ASSORTMENT

Such a cute pair! The brown dog is ready to play with the black cat. Assorted equally each has a squeeze voice and is packed in a poly bag.

PACKED 1 DOZ. WT. 5 LBS.

No. 891 KANGAROO

This high styled practical design sells on sight. Mother with her baby in her pouch. Each with squeeze voice and in a clear bag with header.

PACKED 1 DOZ. WT. 4½ LBS.

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No. 570 BEAR AND CHIPMUNK ASSORTMENT

Sized right and priced right. Big brown Teddy Bear with a colorful blue Chipmunk. Packed six of each in poly bag with squeeze voice.

PACKED 1 DOZ. WT. 5 LBS.

No. 575 ASSORTMENT

Consists of six each No. 571 Bear and 891 Kangaroo.

PACKED 1 DOZ. WT. 5 LBS.

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5

the "Biggies"*

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© ELM

© ELM

No. 690 BIGGIES

These "Big-Big" squeeze toy characters are especially designed for volume sales! A "Big" 8 inches tall. Each in poly bag with header. Assortment contains 4 pieces each No. 601 Elephant, No. 602 Teddy Bear, No. 603 Pig.

PACKED 1 DOZ. WT. 6 LBS.

* TM REG. PEND.

©THE EDWARD MOBLEY CO.

No. 950 SANTA CLAUS

Children will love this jolly fellow. Santa is gaily decorated in red and black and is completely safe and washable. Comes complete with squeak voice.

PACKED 1 DOZ. WT. 6 LBS.

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No. 110 SWEET SUE

Here she is with her big black eyes and white tail. Realistic in detail and colorfully decorated with non-toxic paint. She has a squeeze voice and comes in poly bag with header.

PACKED 1 DOZ. WT. 4½ LBS.

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No. 660 WOOFIE® AND MITTENS® BABY BALL

The winsome twosome of Woofie and Mittens has been combined into a beautifully designed, colorfully decorated baby ball. It is so soft that the tiniest baby hands can make it squeak. Naturally it is washable and sanitary. Individually packed in poly bag with header.

PACKED 1 DOZ. WT. 7 LBS.

the LINE that SELLS!

No. 666 CONTOUR BALL

Here it is! Another first from ARROW! Irregular shape provides gripping area for tiny, baby hands so that even the smallest fingers can easily grip and squeeze this unusual ball. Gaily decorated in safe, harmless colors. Complete with squeeze voice.

PACKED 1 DOZ. WT. 7 LBS.

© ELM

No. 665 ANIMAL BLOCK

Painted animals are featured on all sides of this unique addition to our line of infant squeeze toys. Gaily decorated, soft, safe with squeeze voice.

PACKED 1 DOZ. WT. 6 LBS.

© ELM

© ELM

No. 668 FOOTBALL

Here's the perfect gift for the husky, young man whose proud father is certain he will be an All American in 1980. Safe, soft. Gaily decorated in bright washable colors.

PACKED 1 DOZ. WT. 7 LBS.

No. 6658 BALL BLOCK ASSORTMENT

Contains 4 each No. 665 Animal Block, No. 666 Contour Ball and No. 668 Football.

PACKED 1 DOZ. WT. 7 LBS.

Counter Display Merchandiser No. 3600 ASSORTMENT

A sure-fire sales producer! This attractive counter display merchandiser packed with many different designs of our newest, best-selling infant toys. Brightly decorated, each with squeeze voice. Poly bagged.

PACKED 3 DOZ. TO A DISPLAY WT. 12½ LBS.

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No. 902 CANDY® and MITTENS®

"Candy and Mittens." The lovable Candy is paired with Mittens the Fluffy Baby Kitten. Both are gaily decorated, safe, and washable. Comes in individual display box.

PACKED 1 DOZ. WT. 10 LBS.

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No. 903 DANDY® and WOOFIE®

"Dandy and Woofie." Cute, colorful Dandy is paired with Woofie the Lovable Puppy. Both are gaily decorated, safe, and washable. Comes in individual display box.

PACKED 1 DOZ. WT. 10 LBS.

No. 990 BOXED ASSORTMENT

"Boxed Assortment." Proven and now greatly improved! The combinations of Dandy-Woofie and Candy-Mittens are truly beautiful sets and are full of self-sell personality! Assortment consists of 8 No. 902 and 4 No. 903.

PACKED 1 DOZ. WT. 10 LBS.

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No. 1100 Assortment of 9 Ann and 3 Andy, each in shrink wrapped box. 10½ inches tall.
PACKED 1 DOZ. WT. 9 LBS.

No. 1101 Raggedy Ann in shrink wrapped box.
PACKED 1 DOZ. WT. 9 LBS.

No. 1102 Raggedy Andy in shrink wrapped box.
PACKED 1 DOZ. WT. 9 LBS.

No. 1200 Assortment of 9 Ann and 3 Andy, each in poly bag with heart tag. 8½ inches tall.
PACKED 1 DOZ. WT. 4 LBS.

No. 1201 Raggedy Ann in poly bag.
PACKED 1 DOZ. WT. 4 LBS.

No. 1202 Raggedy Andy in poly bag.
PACKED 1 DOZ. WT. 4 LBS.

Each tiny detail of the original rag dolls has been captured in SOFT — WASHABLE — VINYL.

"RAGGEDY ANN"© "RAGGEDY ANDY"©

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No. 410
"Woofie"® THE LOVABLE PUPPY

He has big brown moving eyes, movable head and squeeze voice. Completely washable, safe. In own individual display package.

PACKED ½ DOZ. WT. 10½ LBS.

No. 254

The same as No. 410 except he has big brown painted eyes and is packed in poly bag.

PACKED ½ DOZ. WT. 10 LBS.

No. 412
"Mittens"® THE FLUFFY KITTEN

Exquisite! Equipped with moving eyes, movable head and squeeze voice. Completely washable and safe. In own individual display package.

PACKED ½ DOZ. WT. 10½ LBS.

No. 256

The same as No. 412 except she has big blue painted eyes and is packed in a clear poly bag.

PACKED ½ DOZ. WT. 10 LBS.

No. 423
"Buster"® THE BOUNCING BABY BEAR

"Buster" — Has realistic charm and personality from every angle. His gay winning smile and big brown eyes will make him a favorite in the hearts of young and old alike. He has a squeeze voice. Packed in display box.

PACKED ½ DOZ. WT. 10½ LBS.

No. 444 ASSORTMENT

Consists of 2 pieces each of Nos. 410, 412 and 423.

PACKED ½ DOZ. WT. 10½ LBS.

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No. 421

"Bon Bon"® THE PRETTY POODLE

"Bon-Bon" sits up pretty as a picture to pose for you. She has a turning head, big blue moving eyes and a squeeze voice. Packed in display box.

PACKED ½ DOZ. WT. 10½ LBS.

No. 430

Rags* THE PUPPY ARISTOCRAT

The Puppy Aristocrat — Here is a real fugitive from a comb. Soft and cuddly with every possible detail captured in this friendly little fellow. His big brown eyes beg for your friendship and from the expression on his face, you know he wants to be your friend. "Rags" has big realistic moving eyes, movable head, and soft squeeze voice. Comes packed in individual display, shrink wrapped.

PACKED ½ DOZ. WT. 10½ LBS.

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Stripes®

No. 434 THE PURR-R-FIC TIGER

Here is a soft, cuddly tiger that is the friend of all little people everywhere, and instead of looking ferocious and angry, he radiates friendship and trust. He is really purr-rr-ific. Has movable head, realistic sleeping eyes and packed in individual display carton.

PACKED ½ DOZ. WT. 11 LBS.

* TM REG. PEND.

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No. 460
TUFFIE THE PUPPIE

What a winsome fellow, sitting on his haunches just begging for your attention. He has black fur, big moving eyes and turning head. He squeaks when squeezed and is packed in a display box.

PACKED ½ DOZ. WT. 10 LBS.

©JLP

©JLP

No. 462
ELSIE THE ELEPHANT

She is a big round roly poly elephant in her bright red coat. She has big blue moving eyes, turning head and a squeeze voice. She is packed in a display box.

PACKED ½ DOZ. WT. 10 LBS.

No. 461
BUFFIE THE KITTIE

This buff colored kitten sits up for you. Her big blue eyes open and close and her head turns. She has a squeeze voice and is packed in a display box.

PACKED ½ DOZ. WT. 10 LBS.

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**

No. 420

"BON BON"® THE PRETTY POODLE

"Bon-Bon" sits up pretty as a picture ready to pose for you. She has a winning smile, attractive jeweled collar with realistic sculptured detail. Packed in display box.

PACKED ½ DOZ. WT. 10½ LBS.

No. 436

"Homer"*

THE HUGGABLE HOUND

"Homer." His big, wistful eyes will win the hearts of young and old alike. His coloring and soft ears add a touch of reality. Homer is completely washable and safe in every way.

PACKED ½ DOZ. WT. 10 LBS.

© ELM
**

© ELM
**

No. 422

"Buster"®

THE BOUNCING BABY BEAR

"Buster" — Has realistic charm and personality from every angle. His gay winning smile and big brown eyes will make him a favorite in the hearts of young and old alike. He has a squeeze voice. Packed in display box.

PACKED ½ DOZ. WT. 10½ LBS.

** LICENSED UNDER U.S. PATENT NO. 3,313,060
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No. 809

LIL' CHOO*

(LIL' CHOO). Here's the engine ready to roll down the track and bring happiness to the hearts of tiny trainmen everywhere. Lots of action with the off-center wheels and noise with squeeze voice. Individually packaged in display box.

PACKED ½ DOZ. WT. 11½ LBS.

No. 807

"Lil' Beep Bus"*

"Lil' Beep Bus" is full of happy animal friends on a highway vacation. With an experienced, safe driver behind the wheel they are all out for fun!

Fully featured, with every tiny detail molded into this unique design, Lil' Beep Bus is gaily decorated in harmless non-toxic colors. He has wobble-wobble wheels and a squeeze voice. Individually packed in display carton.

PACKED ½ DOZ. WT. 12 LBS.

No. 811

"Shoe-Baby"*

Old Lady in the Shoe with her tiny tots scrambling all about the house. Gaily decorated with off-center wheels to provide action when pulled. Fully washable and soft. Completely safe. Individually packed in display box.

PACKED ½ DOZ. WT. 11½ LBS.

* TM REG. PEND.

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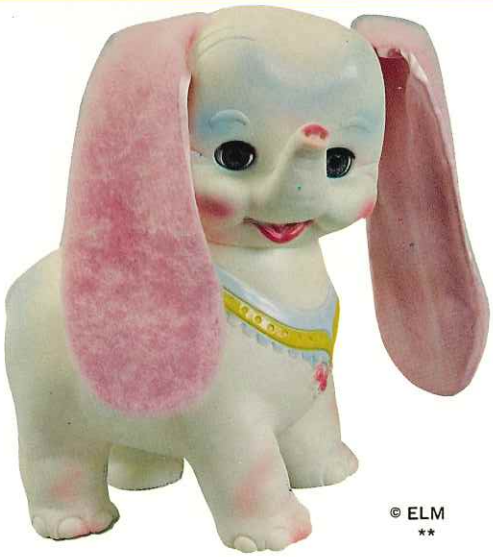
No. 710
"Bowser·Wowser"®

THE FLOPPY EARED DOGGY

"Bowser-Wowser" — He's all happiness with big, floppy, luxurious cloth ears, perky squeeze voice, big brown moving eyes and turning head. He has his own fancy collar and attractive name plate. Of course Bowser is completely washable and safe in every way. Comes in sturdy attractive display package.

PACKED ½ DOZ. WT. 14 LBS.



No. 712
"Rajah"®

THE ELEPHANT ELEGANT

"Rajah" — This big charmer is ready to rule the hearts of his little subjects throughout the realm. Has big, soft, moving blue eyes, big floppy ears. Comes in a soft molded body with a delightful squeeze voice. He has a movable head and is completely washable. Sturdy attractive individual package.

PACKED ½ DOZ. WT. 14 LBS.

No. 714
"Baa-Baa"*

THE WOOLLY LAMB

"Baa-Baa." Here is a real winner. "Baa-Baa" has fluffy, pink ears and big, blue, sleeping eyes. She has a movable head and a squeeze voice. Sure to charm young and old alike. Packed in individual display carton.

PACKED ½ DOZ. WT. 14 LBS.

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